

United States Department of the Interior  
National Park Service

For NPS use only

National Register of Historic Places  
Inventory—Nomination Form

received

date entered

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

1. Name

historic Lennox Hotel

and/or common

2. Location

street & number 823-27 Washington Avenue

not for publication

city, town St. Louis

vicinity of

state Missouri

code 29

county City of St. Louis

code 510

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input checked="" type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
		<input type="checkbox"/> no	<input type="checkbox"/> military	<input checked="" type="checkbox"/> other: Vacant hotel

4. Owner of Property

name Say-Web Missouri General Partnership

street & number 806 Mayfair Plaza

city, town St. Louis

vicinity of

state MO 63101

5. Location of Legal Description

courthouse, registry of deeds, etc. St. Louis City Hall

street & number Market Street at Tucker Boulevard

city, town St. Louis

state MO 63101

6. Representation in Existing Surveys

title 1. Architectural Survey of the St. Louis Central Business District  
has this property been determined eligible?  yes  no

date October 1975; revised April 1977, Feb. 1982  federal  state  county  local

depository for survey records Landmarks Association of St. Louis, Inc.  
721 Olive Street, Room 1113

city, town St. Louis,

state MO 63101

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2. State Historical Survey  
March 1984  
Historic Preservation Program  
Missouri Department of Natural Resources  
P.O. Box 176  
Jefferson City,

State

MO 65102

## 7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

### Describe the present and original (if known) physical appearance

The Lennox Hotel is a twenty-five story commercial building located on the northeast corner of Ninth Street and Washington Avenue at the northern edge of St. Louis' Central Business District. Completed in 1929, the building features a reinforced concrete frame with twelve-inch buff brick curtain walls trimmed with cream-colored terra cotta.

The building measures approximately 50 feet on the north and south elevations and 130 feet on the east and west elevations. Cream-colored terra cotta manufactured by the Winkle Terra Cotta Co. faces the lower three stories on the principal south and west elevations and is fashioned into Renaissance Revival ornament; an original metal-frame canopy survives at street level. Terra cotta is also employed for window surrounds and pediments at the fourth story and as a balustrade above the third story on the west elevation (Photos #1 and 2). Double hung sash windows headed with soldier-course brick lintels articulate the north, south and west elevations. The center bays of the west elevation are stepped-back slightly creating a pavillion effect (Photos #1 and 3). Echoing the handling of first and second story bays on the west elevation, windows at the 21st and 22nd floors are separated by ornamental terra cotta spandrels and vertically banded together by terra cotta enframements. A heavy terra cotta cornice embellishes the roof line. The north (rear) elevation is also faced with buff brick and is articulated with four bays of windows and a terra cotta cornice (Photo #3). The east elevation is unarticulated except for a single bay of windows on the upper floors; this elevation formerly abutted a smaller nineteenth century structure visible in Photo #4 but now demolished.

A comparison of Photo #1 with Photo #4 (showing the hotel as it appeared shortly after completion) reveals little exterior alteration. In 1957, windows at the 23rd floor were altered and another story was added to the southwest portion of the building. The most notable architectural features surviving in the interior are green marble wainscoting, wood paneling and ornamental brass elevator doors in the lobby.

## 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1929

Builder/Architect Preston J. Bradshaw, architect

### Statement of Significance (in one paragraph)

The Lennox Hotel, St. Louis, Missouri, is eligible for listing in the National Register of Historic Places under Criteria A and C, and is significant in the following categories: ARCHITECTURE: The Lennox Hotel exhibits distinctive characteristics of 1920s St. Louis hotel design and is one of downtown St. Louis' few examples of that period. Opened just before the onset of the Depression in 1929, the building marked the end of an era of St. Louis commercial design rooted in nineteenth century conventions and materials. The exterior has survived with little alteration. COMMERCE: The construction of the Lennox Hotel is associated with the heyday of St. Louis' dominance as a regional commercial capital and with the development of a new downtown hotel and theater district during the 1920s.

By the second decade of the twentieth century, St. Louis was the nation's sixth largest city and its trade territory was ranked the third largest commercial market in the country. Twenty-six railroads connected the city to a five-state area over which St. Louis dominated and to points further west and south where lines of commerce were well-established.<sup>1</sup> The prosperous decade of the 1920s generated a construction boom which (among other things) modernized and expanded downtown St. Louis' lodging and entertainment facilities. A clustering of new hotels and theaters infused new life into the northern edge of the Central Business District long a stronghold of nineteenth century commercial warehouses. Already in place by 1920 were the twenty-story Hotel Statler (completed in 1917) on the southeast corner of Ninth and Washington and the Orpheum Theater (now the American) a block south at Ninth and St. Charles. Between 1923 and 1926, the eighteen-story Mayfair Hotel and two luxury movie palaces, the Ambassador and Loew's State, were constructed nearby.

In March 1928, plans for St. Louis' tallest hostelry were announced by Preston J. Bradshaw, architect for the project and one of the investors. Proposed for the northeast corner of Ninth and Washington across from the Statler, the new twenty-five story Lennox Hotel was estimated to cost \$2.5 million and contain "a few less than 400 rooms."<sup>2</sup> Charles Heiss, President and Manager of the Mayfair Hotel, was a motivating force behind the new Lennox and a stockholder in the Heiss Hotel Co., incorporated April 2, 1928, to erect and manage the Lennox. Born in Germany, Heiss (1882-1956) brought years of experience in modern hotel planning and management to the new project. Starting as a busboy in the Victoria Hotel, Heidelberg, Germany, Heiss had advanced to manager of the Tudor Hotel in London by the age of twenty-four. After serving as an executive for the Statler chain in Detroit, he came to St. Louis as manager of the new Hotel Statler. His lifelong dream of owning a first-class hotel was realized when he left the Statler to launch construction of the Mayfair Hotel, also designed by Preston Bradshaw. The success of that undertaking

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led Heiss to the Lennox project a few years later. Heiss served as President of the Hotel Association of St. Louis and the Missouri-Kansas-Oklahoma Hotel Men's Association.<sup>3</sup>

At the time plans for the Lennox were being drawn, Preston Bradshaw (1884-1952) was St. Louis' preeminent designer of hotels and apartment buildings. A graduate of Columbia University, Bradshaw was associated with New York architect Stanford White before coming to St. Louis. By the mid-1920s, numerous Bradshaw designs were published in national architectural journals and examples of his major work outside St. Louis included the \$4 million Brown Hotel in Louisville, Kentucky, a \$5 million hotel/apartment in Detroit, the Baker Hotel in Dallas and the Bellereve Apartment Hotel in Kansas City, Missouri. Typical of Bradshaw's work in St. Louis, the Lennox is distinguished by the architect's facility in integrating utilitarian ideals of functional plan with a handsomely articulated facade treatment in light-colored brick and terra cotta. The building's streamlined, sleek verticality with only a slight concession to historical ornament at the base and crown updated the image of modernity pioneered on Washington Avenue by the Statler design.

The new Lennox Hotel was formally opened September 2, 1929, with a dinner reception for invited guests. Press notices reported the hotel would be "operated as a commercial hotel and therefore has no ballroom or large banquet hall and comparatively few private dining rooms." Interior furnishings were described as of the "period type" with "Empire French" featured in the dining room and "English" in the lobby where walls paneled in red mahogany above dark green marble wainscotting are still intact. Guest rooms were installed with both tub and shower bath, circulating ice water and chrome-plated fixtures and plumbing. The Lennox kitchen joining the basement coffee shop was claimed to be the only hotel kitchen "west of Chicago" in which "all processes were done by electricity."<sup>4</sup>

Less than two months after the Lennox opened, the stock market crashed and distressed economic conditions of the Great Depression terminated hotel construction downtown for over three decades until the Bel-Air East opened at Fourth and Washington in 1963. The location of the Bel-Air in the old nineteenth century hotel district marked a revival of the riverfront area as a center of entertainment where new attractions such as the Gateway Arch, Busch Memorial Stadium and LaCledde's Landing would draw millions of tourists annually. Other glass and steel hotels constructed in the 1970s helped re-establish the eastern edge of the business district as the city's primary hotel center while many of the historic hotels further west were closed, demolished or converted to housing. While the Lennox fortunately did not fall victim to the headache ball, a sharp decline in patronage could not be reversed despite extensive refurbishing in 1977. Renewed interest in the future of Washington Avenue has brought about the recent transfer of several

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underutilized buildings in the area including the Lennox Hotel whose new owners are proposing adaptive reuse of the historic structure as rental apartments and retail space on the ground floor.

FOOTNOTES

<sup>1</sup>Lewis Francis Thomas, The Geography of the Saint Louis Trade Territory (St. Louis: St. Louis Globe-Democrat, 1924), pp. 5-7 and p. 22.

<sup>2</sup>St. Louis Post-Dispatch, 11 March 1928.

<sup>3</sup>St. Louis Post Dispatch, 4 July 1956; Norbury L. Wayman, "Riverfront Hospitality: The Story of St. Louis Hotels and Restaurants" (paper for the St. Louis Community Development Agency, 1981), p. 55.

<sup>4</sup>St. Louis Post-Dispatch, 1 September 1929.

<sup>5</sup>Wayman, p. 68.

## 9. Major Bibliographical References

See attached.

## 10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Granite City, IL/MO

Quadrangle scale 1:24,000

UTM References

A 

1	5	7	4	4	3	9	0	4	2	7	9	3	6	0
Zone			Easting					Northing						

B 

Zone			Easting					Northing						

C 

Zone			Easting					Northing						

D 

Zone			Easting					Northing						

E 

Zone			Easting					Northing						

F 

Zone			Easting					Northing						

G 

Zone			Easting					Northing						

H 

Zone			Easting					Northing						

Verbal boundary description and justification

The Lennox Hotel is located in City Block 170 and fronts approximately 50 feet along Washington Avenue and approximately 150 feet along North Ninth Street.

List all states and counties for properties overlapping state or county boundaries

state code county code

state code county code

## 11. Form Prepared By © 1984, Landmarks Association of St. Louis, Inc.

1.  
name/title Mary M. Stiritz, Research Associate

organization Landmarks Association of St. Louis, Inc. date 15 March 1984

street & number 721 Olive Street, Room 1113 telephone 314-421-6474

city or town St. Louis, state MO 63101

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

Fred A. Lafser  
Fred A. Lafser, Director and State Historic Preservation  
title Officer, Department of Natural Resources

date 7/10/84

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I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

date

Chief of Registration

United States Department of the Interior  
National Park Service

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St. Louis Post-Dispatch, 11 March 1928; 1 September 1929; 5 July 1956.

Thomas, Lewis Francis. The Geography of the Saint Louis Trade Territory.  
St. Louis: St. Louis Globe-Democrat, 1924.

Wayman, Norbury L. "Riverfront Hospitality: The Story of St. Louis Hotels  
and Restaurants." Paper for the St. Louis Community Development Agency,  
1981.

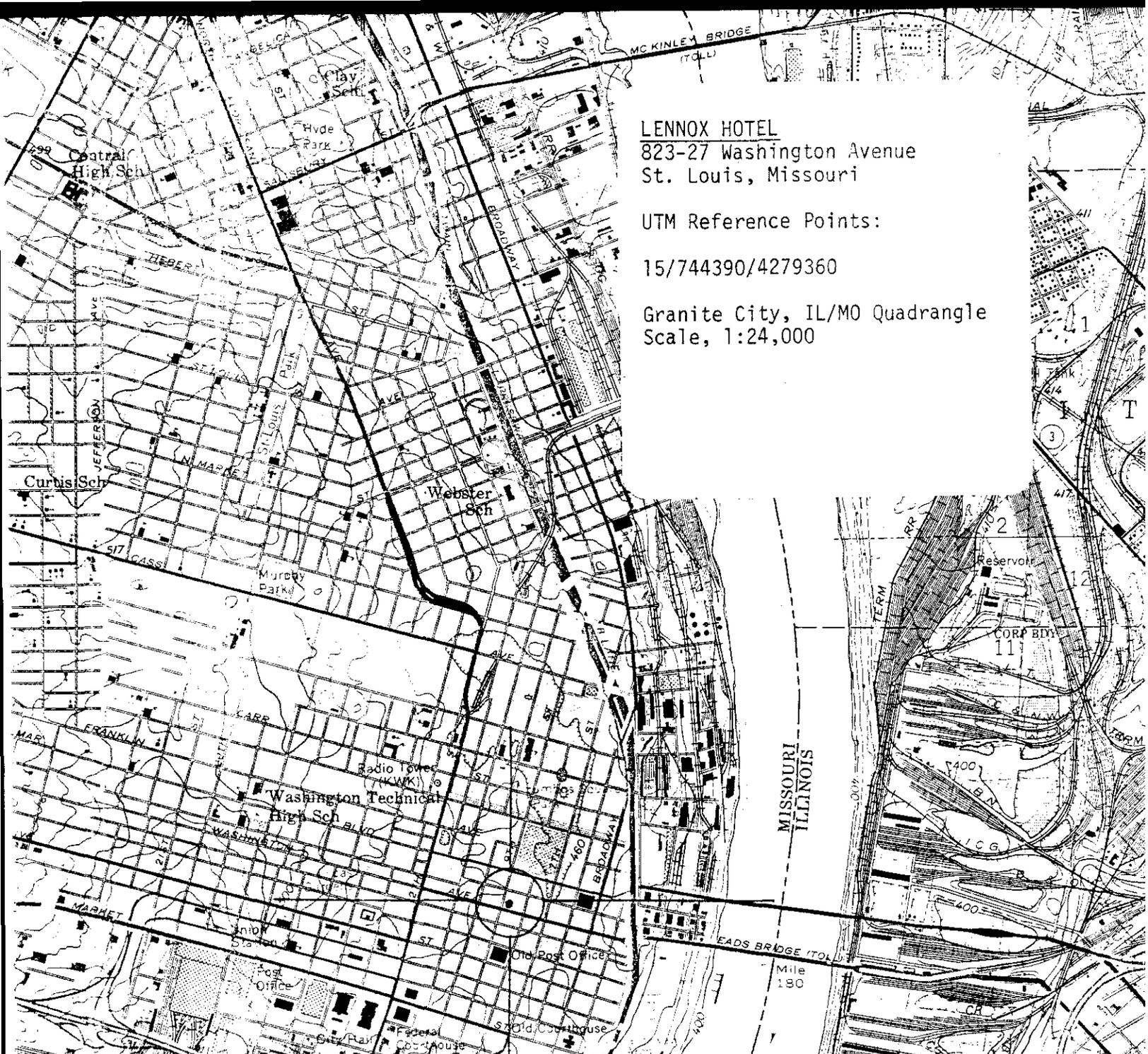
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2. Jim Denny, Chief, Survey & Registration  
and State Contact Person  
Department of Natural Resources  
1915 Southridge Drive  
Jefferson City

March 15, 1984  
(314) 751-4096  
Missouri 65101



**LENNOX HOTEL**  
 823-27 Washington Avenue  
 St. Louis, Missouri

UTM Reference Points:

15/744390/4279360

Granite City, IL/MO Quadrangle  
 Scale, 1:24,000

12'30"

744

(CAHOKIA) 12 W. TO 55  
 2961 N SW

746

10'

SCALE 1:24 000

Mile 130

1 MILE

0 1000 2000 3000 4000 5000 6000 7000 FEET

0 5 0 KILOMETER

CONTOUR INTERVAL 10 FEET  
 DASHED LINES REPRESENT 5-FOOT CONTOURS  
 NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
 FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092,  
 STATE GEOLOGICAL SURVEY, URBANA, ILLINOIS 61801,  
 AND THE DIVISION OF GEOLOGY AND LAND SURVEY  
 MISSOURI DEPARTMENT OF NATURAL RESOURCES, ROLLA, MISSOURI 65401  
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

382 MAGNETIC NORTH  
 CENTER OF SHEET

Private inholdings within  
 of the National or  
 s shown on this map

Revisions shown in purple  
 from aerial photographs taken  
 Map edited 1982. This  
 Purple font indicates extent



LENNOX HOTEL

823-27 Washington Avenue  
St. Louis, Missouri

#1 of 4 South (principal) and  
west elevations.

Date: 1983

Photographer & Negative:  
Mackey & Associates  
5585 Pershing Avenue  
St. Louis, MO 63112

Camera facing northeast.



LENNOX HOTEL

823-27 Washington Avenue  
St. Louis, Missouri

#2 of 4 Detail of west elevation

Date: 1983

Photographer & Negative:

Mackey & Associates  
5585 Pershing Avenue  
St. Louis, MO 63112

Camera facing east.



LENNOX HOTEL

823-27 Washington Avenue  
St. Louis, Missouri

#3 of 4 West and north elevations

Date: 1983

Negative & Photographer:  
Mackey & Associates  
5585 Pershing Avenue  
St. Louis, MO 63112

Camera facing southeast.



LENNOX HOTEL

823-35 Washington Avenue  
St. Louis, Missouri

#4 of 4 South (principal) and  
west elevations.

Photographer: W. C. Persons  
Date: 2 October 1929  
Negative: Missouri Historical  
Society, St. Louis, MO

Camera facing northeast.

MISSOURI HISTORICAL SOCIETY  
ST. LOUIS, MISSOURI

THIS PICTURE MAY NOT BE REPRODUCED WITHOUT  
PERMISSION OF THE MISSOURI HISTORICAL SOCIETY



Lennox Hotel / 2 October 1929 / W.C. Persons, phot  
Public. B.N. 41599

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SAINT LOUIS